What is claimed is:

1. A channel selection device used in a broadcasting receiver, section for receiving comprising: a receiving an encoded digital/analog broadcasting signal originated from a broadcasting station; a digital/analog decoder for decoding the digital/analog broadcasting signal received from the receiving section and then outputting the signal to a display device for displaying an image; a control unit for controlling the sections of the receiver; and an input device for inputting a user's instruction for channel selection to the control unit, wherein: the control unit controls the device so that, when having received the channel selection instruction from the input device, a display device displays a selected channel number and the receiving section receives the broadcasting signal of the selected channel; characterized in that,

the control unit, in channel changing on the basis of operations of a channel UP/DOWN key provided on the input device, each time the key is pressed, changes the channel number upward/downward by one and, when the key is continuously held down at least for a predetermined time lapse, clears the first digit of the channel number to 0 to thereafter change the channel number upward/downward by 10 every constant time lapse.

2. A channel selection device used in a broadcasting receiver, comprising: a receiving section for receiving an encoded digital/analog broadcasting signal originated from a broadcasting station; a digital/analog decoder for decoding the digital/analog

broadcasting signal received from the receiving section and then outputting the signal to a display device for displaying an image; a control unit for controlling the sections of the receiver; and an input device for inputting a user's instruction for channel selection to the control unit, wherein: the control unit controls the device so that, when having received the channel selection instruction from the input device, a display device displays a selected channel number and the receiving section receives the broadcasting signal of the selected channel; characterized in that,

the control unit, in channel changing on the basis of operations of a channel UP/DOWN key provided on the input device, each time the key is pressed, changes the channel number upward/downward by one and, when the key is continuously held down at least for a predetermined time lapse, changes the channel number upward/downward by 10 every constant time lapse.

- 3. A broadcasting receiver equipped with the selection device according to claim 2.
- 4. An operation device used in a broadcasting receiver, comprising: a control unit for controlling sections of the receiver; and an input device for a user to input an arbitrary predetermined value to the control unit, wherein: the control unit controls the device so that a display device displays the predetermined value according to an instruction from the input device and a memory stores the predetermined value, thus conducting control according to the predetermined value; characterized in that,

the control unit, in changing the predetermined value by operating an UP/DOWN key provided on the input device, each time the key is pressed, changes the predetermined value upward/downward by one and, when the key is continuously held down at least for a predetermined time lapse, changes the predetermined value upward/downward by 10 every constant time lapse.

5. A broadcasting receiver equipped with the operation device according to claim 3.